



HEALTH • HYGIENE • HOME

*co. Created with Moms*



Now in  
**Tulsi and Jasmine Fragrance**



*co. Created with Moms*

**Zero Compromise** on protection.  
**Zero Compromise** on ingredients.

**0%** PARABENS  
TALC  
DYES

**100%** Better  
Protection\*





## DETTOL CO. CREATED WITH MOMS

Margin: 8%



**TULSI**

**₹10 OFF**



**75g Single Pack**  
MRP: ~~₹40~~ ₹30



**125g Single Pack**  
MRP: ₹65



**75g Multipack**  
4+1 offer pack MRP: ₹160\*



**125g Multipack**  
4+1 offer pack MRP: ₹260\*

**JASMINE**

**₹10 OFF**



**75g Single Pack**  
MRP: ~~₹40~~ ₹30



**125g Single Pack**  
MRP: ₹65



**75g Multipack**  
4+1 offer pack MRP: ₹160\*



**125g Multipack**  
4+1 offer pack MRP: ₹260\*

## DETTOL CO. CREATED WITH MOMS

Margin: 10%



**TULSI**

**JASMINE**



**200ML**  
MRP: ₹125



**200ML**  
MRP: ₹125

**TULSI**

**JASMINE**



**3x 175ML**  
Buy 3 Save ₹40  
MRP: ₹146



**3x 175ML**  
Buy 3 Save ₹40  
MRP: ₹146



# DETTOL SOAP

Margin: 8%



**SOAP - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS**

## ORIGINAL

Protects against 100 illness causing germs



**New ₹10**

42g single pack  
MRP: ₹10



**₹2 OFF**

75g Single Pack  
MRP: ₹28



**₹4 OFF**

125g Single Pack  
MRP: ₹46



**OFFER PACK**

42g Multipack  
MRP: ₹40



**OFFER PACK**

75g Multipack 4s  
4+1 offer pack MRP: ₹120\*



**OFFER PACK**

125g Multipack 4s  
4+1 offer pack MRP: ₹200\*

## SKINCARE

With added moisturizers and pH-balanced formula



**New ₹10**

42g single pack  
MRP: ₹10



**₹2 OFF**

75g Single Pack  
MRP: ₹28



**₹4 OFF**

125g Single Pack  
MRP: ₹46



**OFFER PACK**

75g Multipack 4s  
4+1 offer pack MRP: ₹120\*



**OFFER PACK**

125g Multipack 4s  
4+1 offer pack MRP: ₹200\*

## COOL

With crispy menthol and pH-balanced formula



**New ₹10**

42g single pack  
MRP: ₹10



**₹5 OFF**

75g Single Pack  
MRP: ₹28



**₹4 OFF**

125g Single Pack  
MRP: ₹46



**OFFER PACK**

42g Multipack  
MRP: ₹40



**OFFER PACK**

75g Multipack 4s  
4+1 offer pack MRP: ₹120\*



**OFFER PACK**

125g Multipack 4s  
4+1 offer pack MRP: ₹200\*

## ALOE VERA

With soothing Aloe Vera - soothing ability and moisturizing properties



**SAVE ₹5**

60g Single Pack  
MRP: ₹25



**SAVE ₹5**

100g Single pack  
MRP: ₹44



**SAVE ₹20**

100g Multipack 3s  
MRP: ₹112

Promo SKUs Pricing

\*Till promo last



# LIQUID HANDWASH

Margin: 10%



**LIQUID HANDWASH - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS**

## ORIGINAL

Made with original dettol antiseptic



200ml  
MRP: ₹99



3x175ml Pack  
Buy 3 Save ₹40  
MRP: ₹134



750ml  
MRP: ₹139



900ml  
MRP: ₹209

## SKINCARE

Added moisturizers in ph-balanced formula



200ml  
MRP: ₹99



3x175ml Pack  
Buy 3 Save ₹40  
MRP: ₹134



750ml  
MRP: ₹139



900ml  
MRP: ₹209

## SENSITIVE

Contains pure glycerine in ph balanced formula



200ml  
MRP: ₹99



3x175ml Pack  
Buy 3 Save ₹40  
MRP: ₹134



750ml  
MRP: ₹139



900ml  
MRP: ₹209

## ALOE

Soothing ability and moisturizing properties.



200ml  
MRP: ₹115



3x175ml Pack  
Buy 3 Save ₹40  
MRP: ₹146



750ml  
MRP: ₹139



900ml  
MRP: ₹209

## COOL

With crispy menthol in ph-balanced formula



200ml  
MRP: ₹115



3x175ml Pack  
Buy 3 Save ₹40  
MRP: ₹146



750ml  
MRP: ₹139



900ml  
MRP: ₹209

## RE-ENERGIZE

With zesty mandarin in ph-balanced



200ml  
MRP: ₹115



3x175ml Pack  
Buy 3 Save ₹40  
MRP: ₹146



750ml  
MRP: ₹139



900ml  
MRP: ₹209

## Special Packs



TRAVEL PACK  
MRP: ₹30



125ml-Pump  
MRP: ₹49



## ANTISEPTIC LIQUID

Margin : 16%



**ANTISEPTIC LIQUID** - WORLD'S NO. 1 ANTISEPTIC LIQUID BRAND



RECOMMENDED BY  
INDIAN MEDICAL  
ASSOCIATION



60ml  
MRP: ₹25



125ml  
MRP: ₹50



250ml  
MRP: ₹96



550ml  
MRP: ₹160.80



1 Ltr  
MRP: ₹273



5 Ltr  
MRP: ₹1233.35

## DISINFECTANT LIQUID

Margin : 10%



**DISINFECTANT LIQUID** - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS

**COOL**

with cool and crispy menthol



200ml  
MRP: ₹89



500ml  
MRP: ₹175



1 Ltr  
MRP: ₹315

**LIME**

with fresh pleasant fragrance



200ml  
MRP: ₹89



500ml  
MRP: ₹175



1 Ltr  
MRP: ₹315



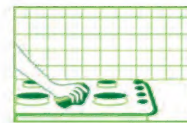
Bathing



Laundry  
Disinfection



Floor Cleaning



Kitchen & Bathroom  
Cleaning



Refrigerator



## HAND SANITIZER

Margin: 10%



**HAND SANITIZER** - KILLS 99.9% OF GERMS INSTANTLY

**ORIGINAL**

**FLORAL  
ESSENCE**

**SPRING  
FRESH**

**Aloe**



With classic fragrance

with sensorial benefits

With Aloe Vera

## SHAVING CREAM

Margin: 10%



**SHAVING CREAM** - SMOOTH CREAMY LATHER WITH ANTISEPTIC PROTECTION



60g + 18g Free = 78g  
MRP: ₹68



60g + 18g Free = 78g  
MRP: ₹68

## KITCHEN GEL DISHWASH

Margin: 8%



**KITCHEN GEL DISHWASH** - PROTECTS FROM 100 ILLNESS CAUSING GERMS AND GIVES VISIBLY CLEAN UTENSILS



200ml  
MRP: ₹72



400ml  
MRP: ₹131



750ml  
MRP: ₹211



## DETTOL PLASTER

Margin: 50%



**PLASTER** - WATER PROOF PLASTER WITH DETTOL ANTISEPTIC IN A NON-STICKY PAD



100pc  
MRP: ₹250

## DETTOL SITI SHIELD MASK

Margin: 8%



PROTECT LUNGS, GIVES THE FREEDOM TO BREATHE FREELY

**N95 Activated-Carbon  
Mask**



Single MRP: ₹99 | 3s MRP: ₹259

**98% PROTECT MASK**

WITH  
BREATHABILITY  
VALVE



MRP: ₹249



MRP: ₹249



MRP: ₹249

**N95 Cambridge Mask**



- Navi Blue
- Black

S  
M  
L  
XL

MRP: ₹799

**N99 Cambridge Mask**



- Navi Blue
- Black
- Chequered

S  
M  
L  
XL

MRP: ₹2199



Veet

Margin: 10%



**HAIR REMOVAL CREAMS** - Salon smooth finish with 5 in 1 skin benefits"

**NORMAL**

With lotus flower extract



15gm

MRP: ₹35



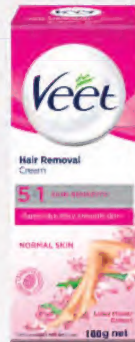
25gm

MRP: ₹63



50gm

MRP: ₹120



100gm

MRP: ₹199

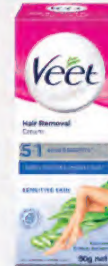
**SENSITIVE**

With aloe vera & green tea scent



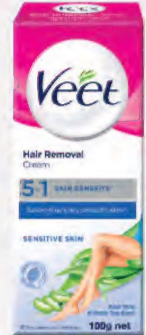
25gm

MRP: ₹63



50gm

MRP: ₹120



100gm

MRP: ₹199

**DRY**

With shea butter & lily scent



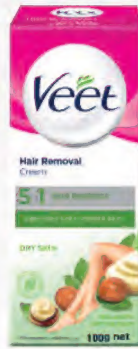
25gm

MRP: ₹63



50gm

MRP: ₹120



100gm

MRP: ₹199

**NIKHAAR**

Turmeric & saffron, with sandalwood fragrance



25gm

MRP: ₹63



50gm

MRP: ₹120

Veet CWS

Margin: 10%



**COLD WAX STRIP** - SALON SMOOTH FINISH AT HOME IN JUST 3 EASY STEPS

**NORMAL**

With shea butter and Acai berries scent



8's

MRP: ₹99



20's

MRP: ₹199



8's

MRP: ₹99



20's

MRP: ₹199

**SENSITIVE**

With almond oil and Cornflower Scent



8's

MRP: ₹99



20's

MRP: ₹199

**DRY**

With aloe vera and green tea scent



4's

MRP: ₹49

**LUP PACK**





Margin : 20%

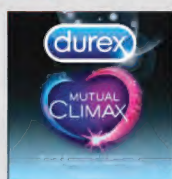


WORLD'S NO.1 CONDOM BRAND



**MUTUAL CLIMAX**

New



10s

MRP: ₹300

3s

MRP: ₹100



**ULTRA THIN**

10s

MRP: ₹198



3s

MRP: ₹66



10s

MRP: ₹198



3s

MRP: ₹66



**EXTRA DOTS**

10s

MRP: ₹198



3s

MRP: ₹66



**EXTRA RIBBED**

10s

MRP: ₹198



3s

MRP: ₹66



10s

MRP: ₹198



3s

MRP: ₹66



**LUBRICANTS**

Margin : 20%



**Gel**

Cherry Tingle Strawberry Sensual Stimulating



50ML  
MRP: ₹475

**Massage 2 in 1**



200ML  
MRP: ₹600

**Vibrating Ring**



MRP: ₹400



durex Kohinoor - DUREX LIKE QUALITY AT ECONOMICAL PRICE

**Flavour Range: Dotted condom**



10s  
MRP: ₹90

**KALA KHATTA**



3s  
MRP: ₹29

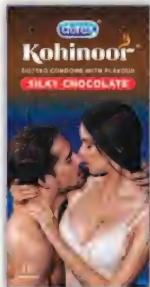


10s  
MRP: ₹90

**JUICY STRAWBERRY**



3s  
MRP: ₹29

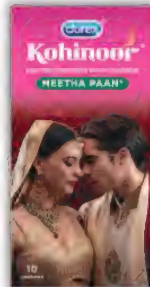


10s  
MRP: ₹90

**SILKY CHOCOLATE**

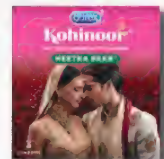


3s  
MRP: ₹29



10s  
MRP: ₹90

**MEETHA PAAN**



3s  
MRP: ₹29

**Base Range**



10s  
MRP: ₹79

**KOHINOOR PINK**



3s  
MRP: ₹26



10s  
MRP: ₹99

**EXTRA TIME**



3s  
MRP: ₹32

**K-Y**  
LUBRICATING JELLY

Margin: 20%

**K-Y** LUBRICATING JELLY

A sterile, greaseless, transparent & water soluble lubricant.



82gm  
MRP: ₹286



**moov**

Margin : 20%

## PAIN RELIEF SPECIALIST

100% AYURVEDIC FORMULATION FOR INSTANT AND LONG-LASTING PAIN RELIEF



5g  
MRP: ₹~~12~~ ₹10



10g  
MRP: ₹40



15g  
MRP: ₹~~66~~ ₹59



30g  
MRP: ₹~~127~~ ₹109



50g  
MRP: ₹~~182~~ ₹169

\*Till promo last

## moov ACTIVE SPRAY

Margin : 15%



15g  
MRP: ₹60



35g  
MRP: ₹130



50g  
MRP: ₹185



80g  
MRP: ₹240



# DermiCOOL

Margin : 12%



FOR LONG LASTING COOLING RELIEF FROM PRICKLY HEAT

## REGULAR MENTHOL



150g  
MRP: ₹105



90g  
MRP: ₹70



50g  
MRP: ₹40

## SOOTHING LAVENDER



150g  
MRP: ₹105



90g  
MRP: ₹70



50g  
MRP: ₹40

## RADIANT SANDAL



150g  
MRP: ₹105



90g  
MRP: ₹70



50g  
MRP: ₹40

## FRESH ALOE



150g  
MRP: ₹105



90g  
MRP: ₹70



50g  
MRP: ₹40

\*Till promo last

# Fybogel

Margin : 20%



NATURAL WAY TO TREAT CONSTIPATION

- ① Sugar FREE natural fibre
- ② Delicious Orange Flavor
- ④ Reduces cholesterol



100gm  
MRP: ₹143



# Itch GUARD

Margin : 20%



**3 TRIPLE ACTION**

Quick Penetration

Attacks the Infection

Stops Further Spread



Anti-itch  
medicated cream  
**Fast Action and  
Cooling Relief**



**5g**  
MRP: ₹14



**12g**  
MRP: ₹63.80



**25g**  
MRP: ₹85.80

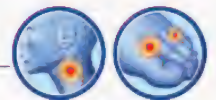
# RING GUARD

Margin : 20%



**EXPERT IN FUNGAL INFECTIONS**

**RELIEF FROM RING WORM IN 7 DAYS**



**5g**  
MRP: ₹14



**12g**  
MRP: ₹56



**20g**  
MRP: ₹80

# Krack

Margin : 15%



**CRACKED HEEL REPAIR CREAM**

**REPAIRS CRACKED HEEL IN JUST 5 DAYS**



**15g**  
MRP: ₹50



**25g**  
MRP: ₹83



# Strepsils

Margin : 20%

## Strepsils<sup>®</sup> Medicated lozenges - FIRST AID FOR SORE THROAT

100 + 10s FREE

Mix



MRP: ₹300  
Per Jar

200+ 20s FREE  
Mix



MRP: ₹600  
Per Jar

200s  
Orange



200s  
Soothing



MRP: ₹600  
Per Jar

200s  
Warm



## Strepsils<sup>®</sup> Herbal Drop - GOODNESS OF 37 HERBS



Free 185+5s  
MRP: ₹185  
Per Jar

# GAVISCON

Margin : 20%

## GAVISCON<sup>®</sup> RELIEF FROM HEARTBURN IN JUST 3 MIN

- Safe for Pregnant & Breast Feeding women
- Sugar Free
- Gluten Free



150ml  
MRP: ₹122



# DISPRIN

Margin: 16%



DISSOLVES AWAY PAIN FAST



12X10 Tablet  
MRP: ₹134.40

# D'COLD

Margin: 20%



RELIEF FROM MULTIPLE SYMPTOMS OF COLD

Non-Drowsy  
Formula



2x6 Tablets  
MRP: ₹35.30

# STOPACHE

Margin: 16%

**Stopache** FOR HEADACHE, BODYACHE, TOOTHACHE



20x10 Tablets  
MRP: ₹240



# ENFAMIL

Margin : 12%

**Enfamil**

EXPERT RECOMMENDED LEVEL OF DHA AND ARA

A<sup>+</sup>

**Stage-1**  
For Infants 0-6 months



400gm Can  
MRP: ₹715

800gm Refill  
MRP: ₹1360

**Stage-2**

For Infants 6-12 months



400gm Can  
MRP: ₹715

800gm Refill  
MRP: ₹1360

**Stage-3**

For Older Infants 12-24 months



400gm Refill  
MRP: ₹715

800gm Refill  
MRP: ₹1360



# ENFAGROW

Margin : 12%

**Enfagrow**

WORLDS NO.1 CHILDRENS' NUTRITIONAL MILK POWDER

A<sup>+</sup>

**Stage-4**  
For Children above 2 years

Available in  
**CHOCOLATE & VANILLA**  
Flavours



Chocolate  
200gm MRP: ₹340

Chocolate  
400gm MRP: ₹625

Vanilla  
200gm MRP: ₹340

Vanilla  
400gm MRP: ₹625

Vanilla  
750gm MRP: ₹1115

# NUTRAMIGEN

Margin : 10%

**Nutramigen**  
LGG



400gm  
MRP: ₹2300



Brand	Pack Size	C/s Size	Brand	Pack Size	C/s Size
Dettol Antiseptic liquid	1 ltr	12	D'Cold Total	2 * 6 Pack	24
Dettol Antiseptic liquid	125 ml	48	Disprin	12 * 10 Pack	48
Dettol Antiseptic liquid	250 ml	48	Durex Condom	10s	54
Dettol Antiseptic liquid	550 ml	24	Durex Condom	3s	162
Dettol Antiseptic liquid	5ltr	4	Durex Lubricants	100 ml	12
Dettol Antiseptic liquid	60 ml	150	Durex Lubricants	50 ml	12
Dettol Disinfectant Liquid	1000 ml	12	Enfagrow	200 gm Refill	24
Dettol Disinfectant Liquid	200 ml	48	Enfagrow	400 gm CAN	12
Dettol Disinfectant Liquid	500 ml	24	Enfagrow	750 gm Refill	12
Dettol Hand Sanitizer	200 ml	24	Enfamil	400 gm CAN	12
Dettol Hand Sanitizer	25 ml in Jar	96	Enfamil	800 gm Refill	12
Dettol Hand Sanitizer	50 ml	96	Fybogel	100 gm	48
Dettol Hand Sanitizer	50 ml*2 Combo pack	48	Gaviscon	150ml	24
Dettol Kitchen Gel Dishwash	200 ml	48	Itch Guard	12 gm	240
Dettol Kitchen Gel Dishwash	400 ml	24	Itch Guard	25 gm	240
Dettol Kitchen Gel Dishwash	750 ml	12	Itch Guard	5 gm	480
Dettol Liquid Soap	100 ml Squezy	96	Kohinoor Condom	10s Base	324
Dettol Liquid Soap	125 ml Pump	8	Kohinoor Condom	3s Base	108
Dettol Liquid Soap	175 ml single	48	Kohinoor Condom	10s Flavour	162
Dettol Liquid Soap	175ml*3 (B3G40)	16	Kohinoor Condom	3s Flavour	54
Dettol Liquid Soap	200 ml Pump	48	Krack	15 gm	240
Dettol Liquid Soap	25 ml	144	Krack	25 gm	240
Dettol Liquid Soap	750 ml	12	K-Y Lubricating Jelly	82 gm	48
Dettol Liquid Soap	900 ml	12	Moov Advance	30+10 gm	240
Dettol Plaster	100s pack	24	Moov Cream	10 gm	240
Dettol Shaving Cream	60+18 gm	24	Moov Cream	15 gm	240
Dettol Siti Shiled Mask	98% Smart Mask	24	Moov Cream	30 gm	240
Dettol Siti Shiled Mask	M-95 Cambridge Mask	10	Moov Cream	5 gm	480
Dettol Siti Shiled Mask	M-99 Cambridge Mask	6	Moov Cream	50 gm	144
Dettol Siti Shiled Mask	N-95 AC Mask 3's	20	Moov Spray	35 gm	48
Dettol Siti Shiled Mask	N-95 AC Mask Single	50	Moov Spray	50 gm	48
Dettol Soap	100 gm	144	Moov Spray	80 gm	48
Dettol Soap	100 gm*4 Multi	48	Nutramigen	400 gm CAN	6
Dettol Soap	125 gm single	120	Ring Guard	12 gm	240
Dettol Soap	125 gm*4 Multi	30	Ring Guard	20 gm	120
Dettol Soap	126 gm*5 Multi (B4G5)	24	Ring Guard	5 gm	240
Dettol Soap	45 gm single	300	Stopache	Tabs	
Dettol Soap	45 gm*4 Multi	75	Strepsils Herbal Drop	185 + 5s Jar	32
Dettol Soap	60 gm	240	Strepsils Meicated Lozenges	100 + 10s Jar	24
Dettol Soap	75 gm single	192	Strepsils Meicated Lozenges	200+ 20s Jar	12
Dettol Soap	75 gm*4 Multi	48	Strepsils Meicated Lozenges	200s Jar	12
Dermi Cool Powder	150 gm	72	Veet Cold Wax Strip	20 'S	24
Dermi Cool Powder	50 gm	144	Veet Cold Wax Strip	4 'S - LUP	96
Dermi Cool Powder	90 gm	72	Veet Cold Wax Strip	8 'S	48
			Veet Cream	100 gm	48
			Veet Cream	15 gm	144
			Veet Cream	25 gm	144
			Veet Cream	50 gm	144



# DETTOL

## RB SALES PROCESS



# D

### DAY PLANNING

- ▶ Plan your targets for the day
- ▶ Check Stock availability on DB point
- ▶ Take all Sales Tools



# E

### ENTER THE OUTLET

- ▶ Wait for the right time if retailer is busy
- ▶ Greet customer with his name
- ▶ Tell your name and company name



# T

### TAKE STOCK & VISIBILITY

- ▶ Check RB stock and competition in category
- ▶ Drive Visibility Window & Category
- ▶ Identify the opportunity to sell



# T

### TOTAL RANGE SELLING

- ▶ Sell complete range with the help of product folder
- ▶ Use scheme letter to increase the order size
- ▶ Drive priorities and pending MSL SKUs with the help of Sales Tools



# O

### ORDER CLOSURE

- ▶ Close the order taken in HHT and confirm it to retailer
- ▶ Collect the pending bill if any
- ▶ Say Dhanywad/Thank you with positive call closing



# L

### LET'S SUM-UP THE DAY

- ▶ Sync the HHT for order and put comment on invoice if any
- ▶ Analyze the performance of the day and MTD performance
- ▶ Update the performance to TSI/DB or ASE/Sub DB

